

FUNDRAISING MIG – SPEAKERS BIOGRAPHIES – SEPTEMBER 2019

Kate Green

Director of Fundraising, Cheltenham and Gloucester Hospitals Charity and Chair of the MIG Committee

Kate has had a broad range of fundraising experience gained across the charity sector in several senior fundraising and consultancy roles over the past 25 years. She has been the Director of Fundraising with the Cheltenham and Gloucester Hospitals Charity for the past three years, taking the charity from an anonymous 'charitable fund' to a leading local charity generating £2million income in the last financial year.

Kate became a fundraiser by accident when working with the Royal Shakespeare Company as a trainee accountant. The RSC declined to support her through her chartered accountancy exams, so in a fit of pique Kate applied for a new role of Development Manager with the RSC and a career in fundraising began.

The Royal Shakespeare Company was followed by the National Trust, The Wildfowl & Wetlands Trust and then Oxfam, where she led the philanthropy, trusts and foundations and corporate teams. During this time Kate developed her specialism of fundraising for capital development projects and most specifically fundraising from high net worth individuals. She has also won awards for innovation in fundraising linked to social investment products, and took her team at the National Star College to the finals of the Institute of Fundraising Team of the Year. A move to consultancy working alongside the late Tony Elisher at THINK Consulting Solutions further developed her knowledge of the charity sector, and particularly learning how to develop realistic fundraising strategies.

Kate feels privileged to have the fantastic opportunity to develop the Cheltenham and Gloucester Hospitals Charity, a real 'sleeping giant' if ever there was.

Stephen Davies

Strategic Partner, Advancement Resources

Stephen was Chief Executive of Addenbrooke's Charitable Trust (ACT), Cambridge, from 2011 to 2018. He now pursues a portfolio of activities in the health sector, including his role with Advancement Resources. Before joining ACT, Stephen worked in NHS management, originally as a finance professional and then as an executive director with responsibility for IM&T, strategy and planning. He has also led a commissioning programme of the National Institute for Health Research and managed the Academic Health Science Centre partnership entity in Cambridge.

Stephen has degrees from the Universities of Cambridge and London and is a former Commonwealth Fund Harkness Fellow in Healthcare Policy. He is an Honorary Research Fellow at the London School of Hygiene and Tropical Medicine.

Gemma Downham

Director of Fundraising, Addenbrooke's Charitable Trust

Gemma started her career at an American advertising agency in Paris, working on IBM's global advertising account for 27 emerging markets. She moved to an advertising agency in Cambridge working on integrated accounts including TV, national and local press, digital and store promotion for clients like Visa, Johnson & Johnson and Cambridge University Hospitals. Gemma joined the hospital's charity; Addenbrooke's Charitable Trust in 2009 and worked across a variety of fundraising disciplines before being appointed Director of Fundraising in 2017. She has evolved the charity's fundraising strategy to focus on a Grateful Patient Fundraising model

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Andrew Day **Gifted Philanthropy Fundraising Consultants**

Andrew brings over thirty years of professional fundraising experience to all his assignments. He hails from Australia and was mentored by Everald Compton, one of the world's great pioneers in capital fundraising.

Andrew was educated at the University of Queensland and Bond University, where he graduated with a Master's in Business Administration. In 1996, Andrew emigrated to the UK and built his career as an internationally respected fundraising consultant.

Experience with a wide variety of not-for-profit charities in the UK affords Andrew a breadth of professional expertise across the Third Sector, from fundraising strategy development, to hands-on campaign management and direction, as well as mentoring volunteer leaders and fundraising professionals.

Working on assignments abroad in Australia, Canada, Ireland, The Netherlands, the USA, South Africa and New Zealand, has also given him a wide professional perspective, with a sound understanding of what it takes to successfully deliver challenging fundraising goals. Keenly interested in raising professional standards, Andrew was the first non-North American to serve as Chair of the Washington DC-based CFRE International examination board, which accredits thousands of senior fundraising professionals worldwide. He has also brought this interest in standards to the profession in the UK through his Chairmanship of the Association of Fundraising Consultants.

Andrew co-authored "Gifted Fundraising", which has rekindled common-sense fundraising practices. He has been a regular conference speaker, published in professional journals and is sought-out for comment on fundraising issues.

Andrew is an active volunteer engaged in community life, serving as a trustee of local and national charities, as well as being elected as a Ward Councillor in Warwick District.

Ellie Orton **CEO, Association of NHS Charities**

Ellie is the inspirational CEO of NHS Charities Together. Encompassing and supporting over 137 individual NHS Charities across the UK. A highly professional leader, with proven success at CEO level, of social change organisations and programmes; empowering communities and individuals, particularly the most vulnerable in society, to be the best they can be. Ellie has a passion for social justice, with over 25 years' experience of leading and influencing transformation at a local, national and international level.

Mandy Jordan **Head of Charities & Voluntary Services, Colchester & Ipswich Hospitals Charity**

Mandy was working as a Legal Executive for a high street firm of solicitors, practicing in legacies and conveyancing, before escaping to the charity sector following family experience of cancer. Starting at Macmillan Cancer Support, she cut her teeth in local fundraising and then as Area Manager for Norfolk & Suffolk headed up a successful £3.7m capital appeal for a new Macmillan Centre at Ipswich Hospital. Following five years at Macmillan where she won Fundraiser of the Year Award for her work on the appeal, Mandy became Head of Fundraising at The Ipswich Hospital Charity in September 2016 before taking up the role of Head of Charities and Voluntary Services at the newly formed East Suffolk & North Essex NHS Foundation Trust in July 2018 when Ipswich and Colchester NHS Trusts merged. The Charity is currently delivering three capital build appeals in house with another currently at the

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feasibility stage. The Cancer Centre Campaign at Colchester Hospital has almost reached its £3.2m target and is due to open in November 2019 whilst the Blossom Appeal to build a £2.5m new breast unit and a £2.5m Children's Appeal launched within the last eighteen months are both on target.

In her current role, Mandy leads on charity strategy, oversees the fundraising and fund expenditure of the Charity and liaises with the Charitable Funds & Sponsorship Committee. She also leads on delivering voluntary services for the Trust with over 700 volunteers. Since joining the NHS in 2016 voluntary income has increased from £300-£400k per year to over £2million forecast for 2019/20.

Mandy is a member of the Association of NHS Charities Member Interest Group and Chair of the East Anglia regional group.

Leading from the front, Mandy has recently participated in number of challenge events including cycling from London to Paris, skydiving, abseiling and completed the London Marathon in 2019. In her spare time, she enjoys travelling and wine.